

**Greater Boston Breathes Better (GB3)
May 13, 2004 Working Group Meeting #2
Meeting Notes**

Participants

Chris Busch, Boston APCC
Tony Chaves, EOE
Alycia Gilde, NESCAUM
Sandra Bisset, Gillette
Jharry Breed, Gillette
Carlos Alvarez, ALA
Kim Pessoni, Skanska Construction
Bill Van Schalkwyk, MIT
Steven Lanou, MIT
Jennifer Dolin, EPA
Lucy Edmondson, EPA
Nichola Minott, Intern
Larry Dixon, CBI
Pat Field, CBI

Intros and Updates

Nichola Minott, who will be working as a summer intern on the GB3 Project with CBI, attended the meeting. Nichola is graduating from Tufts Fletcher School this month and will apply to the PhD program in the fall.

EPA's National Voluntary Diesel Retrofit Grant Program:

- To reduce emissions from existing diesel vehicles, EPA is making available \$1.5 million under the national Voluntary Diesel Retrofit Program for projects that benefit sensitive populations – such as children, the elderly, and the chronically ill – who are more susceptible to the effects of diesel exhaust.
- Projects must demonstrate the innovative use of EPA verified pollution control equipment to reduce emissions from diesel vehicles, including non-road engines.
- Applications submitted this year will also be considered next year.
- Those applications that show a good match will have priority for funding this year.
- Notices of Intent to Apply are due May 28 and full applications are due July 2, 2004.

EPA's new Non-road Diesel Rule

- On May 11th, EPA issued new emissions standards for new non-road diesel equipment. The new rules establish very stringent fuel and emission standards for new non-road diesel engines used in construction, farming, industrial, and airport service equipment.
- These standards, which take effect beginning in 2008 and will be fully phased in by 2015, will reduce emissions of particulate matter and nitrogen oxides from new non-road diesel engines by more than 90 percent.

GB3 Shuttle Bus Retrofits Workshop

- On May 26th, GB3 will sponsor a workshop for shuttle bus operators in the Boston area. The meeting will take place at NESCAUM's offices at 101 Merrimac St in Boston. 10th Floor. All working group members are invited to attend. Representatives from many Boston area shuttle fleets will be attending, including MASCO, Harvard, MIT, Tufts, Boston Coach, Massport and Partners Healthcare.

Names for the Initiative

CBI and EPA developed a list of potential alternative names for this initiative. Group members discussed the various alternatives. Comments included

- Like the action aspect of the word breathes.
- There was a question about whether we are naming an initiative, group, campaign, partnership, or collaborative.
- Breathing Better... in Greater Boston retains the action component, and was supported by the group.
- Action oriented verbs are good.
- Need to focus on marketing and branding.
- Some support for Greater Boston Breathes Better (GB3)
- There was no final resolution on the name

Comments on Revised Draft Goals and Indicators

- Improved and simpler to follow
- Better articulate broad goals
- Develop detailed objectives with indicators to measure
- Make it clear that this partnership includes a focus on all transportation, not just diesel
- Articulate the goals
- Under Air Quality - add an indicator re: public outreach and communication; make data more easily understood and user friendly
- Under Air Quality - explain link to asthma
- DPH may have some useful health surveillance data
- Environmental Justice is a buzzword—stay away from jargon
- Restate Environmental Justice as “Outreach to targeted urban neighborhoods”

- Under transportation - add indicators related to specific projects - eg increases in the use of ULSD, increases in vehicles retrofitted with pollution controls.
- Add Education and Outreach to the indicators - quantifiable actions - eg outreach for idling to reduce air pollution

Comments on Revised Project Description

- Reduce the number of introductory bullets, or consider adding a factsheet
- Use Boston's hospitals and educational institutions as a point of comparison
- Present facts and figures
- Make link to asthma and lung cancer more explicit
- Educate and Motivate
- Take action to make Boston's air quality world class
- Shorten the document
- Make more broad than just diesel engines
- Be flagrant: the Charles is being cleaned—how often do you swim in it? The air is terrible—how often do you breathe? Make the air world class like the schools and hospitals in Boston.
- Add subtitles
- Too much emphasis on asthma, there are other problems too.
- Raise public awareness of issues and solutions to promote actions.
- Need to make changes about what can be done and how I can be a part of the solution and not the problem.
- If every driver turned off their engine for 1 minute a day, we could save x gallons of gas.
- Anyone talk to NSTAR—Don Walsh is the Sr. Community person there
- The new convention center could be the focus of anti-idling work. Chris Busch has a contact there.

Comments on Fall Workshop Proposal

- Great idea - sounds fabulous
- The scope is too ambitious – too much work and too many different ideas
- How about focusing on one part of the city of Boston - eg South Boston
- Involve industrial and political players from South Boston: Gillette, Massport, Political Community, the Boston Convention Center, Fidelity, the city of Boston, others
- Engage players in the South Boston area:
- Vivien Li, Boston Harbor Association
- Lowell Richards, Massport
- Don Walsh, Nstar
- Bryan Glasscock has many contacts in S. Boston
- Hold off on developing workshop until indicators are ready.
- Could have a scaled-down version of the event with marine and trucking industries.
- An event might help people focus and commit.

Next Steps

- EPA team to further revise project materials
- CBI to follow up on suggestions for marketing and advertising experts to take program materials and develop more catchy looking and sounding materials
- EPA and CBI to rework the scope of the fall workshop
- CBI to talk with the city of Boston and Gillette for additional contacts for South Boston forum
- Members of the Working Group have fulfilled their commitment to the partnership by participating in two meetings to help us frame this initiative. We will likely meet one more time in about 5 weeks, and all are invited to participate, but not obligated.
- Next Workgroup Meeting for any Working Group Members